

Message Text

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PAGE 01 TOKYO 06981 200915Z
ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 /021 W
-----097481 200919Z /21
P 200857Z APR 78
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC PRIORITY 7272

UNCLAS TOKYO 06981

PASS COMMERCE FOR ASSISTANT SECRETARY WEIL

E.O. 11652: NA
SUBJECT: U.S. EXPORT DEVELOPMENT MISSIONS TO JAPAN
REF: (A) USDOC 7280, (B) USDOC 6702, (C) TOKYO 5209

1. EMBASSY APPRECIATES PROMPT RESPONSE TO OUR
SUGGESTIONS FOR PLANNING OCTOBER VISIT OF MISSIONS.
WE WILL BE PUTTING TOGETHER A COMPREHENSIVE RESPONSE
BUT WISH TO FLAG IMMEDIATELY ONE POTENTIAL "IMAGE"
PROBLEM ON WHICH QUICK DECISION IS NECESSARY.
2. WHILE WE SHARE COMMERCE'S FEELING THAT OCTOBER
TRADE MISSIONS ARE NOT AN APPROPRIATE VEHICLE
FOR SELLING BROAD RANGE OF CONSUMER GOODS, WE
DO HAVE TO CONTEND WITH THE FACT THAT OVER 50
MEMBERS OF IKEDA MISSION WERE FROM CONSUMER
PRODUCTS AREA AND THEY ARE CLEARLY EXPECTING US
TO RECIPROCATATE THEIR DEMONSTRATION OF INTEREST.
WE HOPE THEREFORE THAT SOME FELICITOUS LANGUAGE
CAN BE FOUND WHICH WILL MAKE IT POSSIBLE TO LIST
"CONSUMER GOODS" AS ONE OF THE PRODUCT AREAS OF
INTEREST TO THE MISSIONS. EVEN A SMALL GROUP
OF CONSUMER GOODS TRADE ASSOCIATION OFFICIALS
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WOULD BE HELPFUL; SUCH A GROUP COULD HIGHLIGHT
THE CONTINUING NATURE OF OUR CONSUMER GOODS
PROMOTIONAL EFFORTS SUCH AS THOSE LISTED REF A
AND OTHERS THAT AMERICAN INGENUITY MIGHT DEVELOP.

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3. THE AMERICAN PRODUCTS PROMOTERS ASSOCIATION

(APPA) IS SCHEDULED TO GET UNDERWAY AT THE TIME
THE MISSIONS WILL BE VISITING JAPAN (REFS B AND C).
INITIAL APPA EFFORTS WILL CONCENTRATE ON THE
HOUSEWARES, HOBBY, AND SPORTING GOODS AREAS.
REPRESENTATIVES OF THESE CONSUMER GOODS INDUSTRIES
WOULD BE PARTICULARLY APPROPRIATE.

4. URGE COMMERCE TO KEEP US WELL INFORMED IN
ADVANCE OF ANY NEWS RELEASES OR CONVERSATIONS
WITH JAPANESE OR AMERICAN PRESS WHICH ARE LIKELY
TO BE PUBLISHED HERE. WE DO NOT PLAN TO RELEASE
INFORMATION IN REF A TO PRESS UNTIL DECISION HAS
BEEN MADE ABOUT CONSUMER GOODS ASPECT
DESCRIBED ABOVE.

MANSFIELD

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Message Attributes

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